



JOURNAL OF BUSINESS INSIGHT

Where Knowledge Meets Business Practice.

Journal of Business Insight (JoBI):

Editorial Policy & Author Guidelines

 Print ISSN: 3135-9752

 Online ISSN (e-ISSN): 3135-9760



Debre Berhan University
Research and Technology
Transfer Vice President Office

March, 2025

Debre Berhan University

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1. About the Journal

The Journal of Business Insight (JoBI) is an open-access, bi-annual academic publication journal operated by College of Business and Economics of Debre Berhan University, aimed at advancing the fields of accounting, finance, economics, hotel & tourism, logistics & supply chain, management, marketing and related disciplines. As a platform for high-quality, peer-reviewed research, the journal seeks to foster innovation, provide practical business insights, and promote knowledge exchange between academics, practitioners, and policymakers.

JoBI welcomes contributions from researchers around the world and is committed to publishing original, evidence-based research that addresses both contemporary and emerging challenges in the business world. With an emphasis on promoting sustainable business practices, economic development, and organizational growth, the journal provides a forum for the exchange of ideas and the exploration of solutions that contribute to the betterment of society and global business practices.

The journal is supported by the academic expertise and resources of Debre Berhan University, ensuring rigorous editorial standards and a commitment to excellence in every published article. Through JoBI, the university aims to contribute to the advancement of knowledge in business, with a particular focus on bridging the gap between academic research and real-world application.

2. Aim and Scope of the Journal

The *Journal of Business Insight (JoBI)* is dedicated to advancing knowledge in the broad fields of business and economics, encompassing areas such as accounting, finance, economics, management, marketing, logistics and supply chain, and hospitality and tourism. By publishing high-quality, evidence-based research, the journal serves as a bridge between academic inquiry and real-world business practices.

JoBI caters to a diverse audience, including academicians, researchers, business professionals, policymakers, and students, by providing a rigorous, peer-reviewed platform for sharing insights and innovative solutions. For academics and researchers, the journal offers a space to disseminate original studies, theoretical advancements, and empirical findings. Business leaders and practitioners benefit from research that informs strategic decision-making, operational improvements, and emerging market trends. Policymakers can leverage published insights to develop effective economic policies, regulatory frameworks, and governance models. Additionally, students and early-career scholars can engage with contemporary

research, fostering intellectual growth and practical understanding. Through its interdisciplinary approach, JoBI encourages contributions that address global and regional business challenges, promote sustainable economic development, and advance innovative business practices.

3. Organizational Structure and Key Responsibilities

The organizational structure of the Journal of Business Insight (JoBI), as shown in Figure 1, consists of the Editor-in-Chief, Associate Editors, and an Editorial Manager, who oversee the publication process and ensure the quality and integrity of the journal. Additional roles may include an advisory board, editorial board members, and peer reviewers who contribute to maintaining high academic standards.

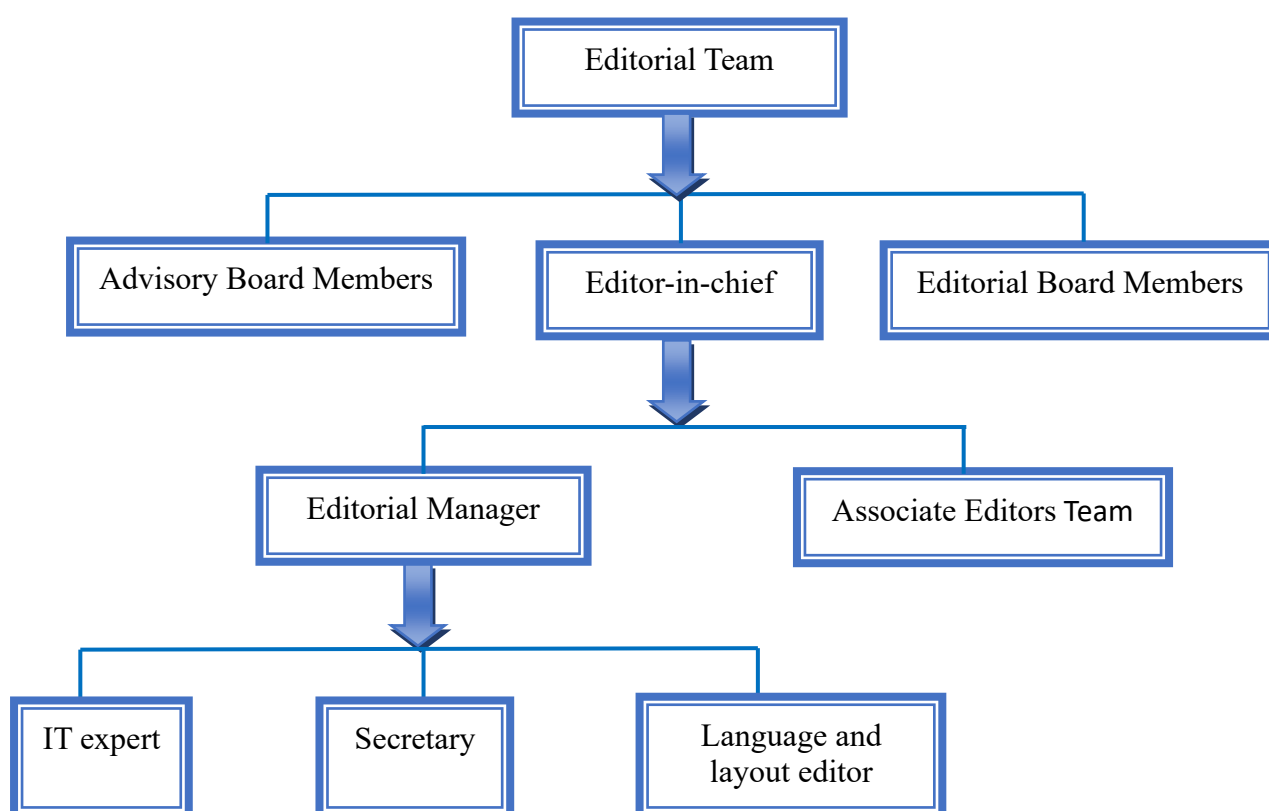


Figure 1: Organizational structure

3.1. National and International Advisory Board Members

The Advisory Board of the Journal of Business Insight (JoBI) consists of distinguished and highly respected academicians from universities and research institutions, both nationally and internationally, as well as experienced professionals from the industry who provide valuable insights and guidance. These experts play a vital role in shaping the journal's policies, management, and overall development. Their guidance ensures the integrity, relevance, and

continuous improvement of the journal. The Editor-in-Chief, supported by relevant officials, formally invites Advisory Board members to contribute their expertise.

The key roles of the Advisory Board Members include:

- ✓ Evaluating whether submitted articles align with the journal's scope and meet the required publication standards.
- ✓ Providing strategic advice to enhance the aim and scope of the journal.
- ✓ Offering insights on the journal's direction and performance to maintain high academic standards.
- ✓ Contributing subject-specific expertise to ensure content quality.
- ✓ Suggesting and developing "Special Issues" on emerging and innovative topics in business and economics.
- ✓ Recommending key topics that should be addressed within the journal's focus areas.
- ✓ Actively participating in journal development and contributing to its growth.
- ✓ Promoting the journal within academic and professional networks.
- ✓ Assisting in the formulation of a strategic development plan for upcoming journal volumes.
- ✓ Providing guidance on journal policies, content direction, and increasing its visibility in the academic and professional communities.

3.2. Editorial Board Members' Responsibilities

The Editorial Board of the *Journal of Business Insight (JoBI)* upholds the highest standards of academic excellence, rigor, and relevance in business and economics research. The board comprises the Editor-in-Chief, Managing Editor, and Associate Editors, each committed to maintaining the journal's scholarly integrity and impact. Their key responsibilities include:

- ✓ Evaluate manuscripts for scope alignment, quality, and originality, oversee peer reviews, and make unbiased publication decisions with constructive feedback.
- ✓ Provide strategic guidance by identifying emerging research trends, shaping the journal's vision, and overseeing special issues to promote diverse topics and authorship.
- ✓ Uphold ethical publishing standards, prevent conflicts of interest, and ensure confidentiality and objectivity in manuscript evaluations.
- ✓ Recruit qualified reviewers, support authors (especially early-career researchers), and promote the journal to encourage high-quality submissions.
- ✓ Adhere to manuscript processing timelines, participate in editorial meetings, and provide feedback to improve editorial processes.

- ✓ Advocate for the journal within academic circles to enhance its visibility and encourage citations of published work.
- ✓ Collaborate with academic institutions and publishers to strengthen the journal's reach and impact in the field of business and economics research.

3.3. Editor-in-Chief Responsibilities

The Editor-in-Chief (EiC) of the *Journal of Business Insight (JoBI)* holds the highest editorial authority and oversees all aspects of the journal's operations to maintain academic excellence, integrity, and relevance in business and economics research. Key responsibilities include:

- ✓ Define and guide the journal's vision, mission, and strategic goals, ensuring alignment with emerging business research trends and fostering innovation in research topics, including interdisciplinary studies.
- ✓ Establish and enforce rigorous editorial policies, ensuring high-quality, ethical, and transparent publishing practices while resolving editorial conflicts professionally.
- ✓ Lead the Editorial Board, collaborate with Associate Editors, and oversee the recruitment, diversity, and engagement of peer reviewers to maintain a robust review process.
- ✓ Work with the Managing Editor to streamline journal operations, ensure timely manuscript processing, and uphold the publication schedule.
- ✓ Maintain high academic and ethical standards, monitor journal impact metrics (e.g., citation analysis, indexing), and actively engage with authors, readers, and the academic community.
- ✓ Oversee ethical publishing practices, manage plagiarism detection, ensure confidentiality, handle conflicts of interest, and manage article retractions or corrections when necessary.
- ✓ Act as the journal's primary representative, advocate for its recognition at conferences, foster academic collaborations, and establish partnerships to enhance visibility and reputation.
- ✓ Continuously evaluate and refine editorial processes, incorporate feedback from stakeholders, stay updated on publishing industry trends, and leverage digital tools to enhance accessibility and impact.
- ✓ Where applicable, contribute to financial planning, explore funding opportunities, and work with publishers to ensure the journal's long-term sustainability.
- ✓ The Editor-in-Chief holds final responsibility for all publication decisions.

3.4. Associate Editors Responsibilities

Associate Editors (AEs) of the *Journal of Business Insight (JoBI)* play a crucial role in maintaining the journal's academic excellence by overseeing manuscript evaluation and ensuring a rigorous peer review process. Their key responsibilities include:

- ✓ Conduct initial screening of submissions for suitability, select qualified peer reviewers, and oversee the peer review process to ensure timely and constructive feedback.
- ✓ Recommend manuscript decisions (acceptance, revision, or rejection) to the Editor-in-Chief and guide authors through the revision process.
- ✓ Ensure manuscripts meet academic rigor, originality, and relevance, while addressing ethical concerns like plagiarism and conflicts of interest.
- ✓ Collaborate with the Editor-in-Chief to align with journal policies, communicate effectively with authors, and engage qualified reviewers.
- ✓ Apply subject matter expertise to evaluate research quality, stay updated on emerging trends, and continuously develop academic publishing skills.
- ✓ Maintain confidentiality, ensure objective and bias-free evaluations, and adhere to deadlines to uphold the journal's publication schedule.
- ✓ Manage the workflow of assigned manuscripts efficiently, provide feedback on editorial policies, and support special issues or thematic collections.
- ✓ Act as journal ambassadors, encourage high-quality submissions, represent the journal at academic events, and promote citations to enhance its impact and reputation.

3.5. Editorial Manager Responsibilities

The **Editorial Manager (EM)** of the *Journal of Business Insight (JoBI)* plays a crucial role in ensuring the journal's editorial processes run efficiently. The EM supports the Editor-in-Chief, Associate Editors, and Editorial Board by managing workflows, maintaining quality standards, and adhering to publication schedules. Key responsibilities include:

- ✓ Oversee the entire editorial process, from submission to publication, and manage the journal's online submission and peer review system to ensure adherence to deadlines.
- ✓ Support the Editor-in-Chief and Associate Editors by managing workflows, coordinating the peer review process, and providing administrative assistance.
- ✓ Ensure compliance with editorial policies, ethical standards, and formatting requirements, while addressing issues like plagiarism and conflicts of interest.
- ✓ Act as the primary liaison between the editorial team, authors, reviewers, and publisher, and organize and document editorial board meetings.

- ✓ Assist in planning special issues, support budget management, and implement tools to improve editorial efficiency and cost-effectiveness.
- ✓ Promote the journal at academic conferences, collaborate with the publisher's marketing team, and engage with the academic community to enhance visibility and gather feedback.
- ✓ Conduct final checks on manuscripts before publication and maintain detailed records of submissions, reviews, decisions, and publications.
- ✓ Continuously evaluate and improve editorial workflows, incorporate stakeholder feedback, and stay updated on best practices in academic publishing to enhance journal operations.

3.6. Language and Layout Editor Responsibilities

The language and layout editors of JoBI performs the following activities;

- ✓ Observes that manuscript contributors have incorporated carefully all the relevant comments they were given by the designated assessors,
- ✓ Ensures that manuscripts are readable in terms of clear content organization,
- ✓ Checks that all the manuscripts have been organized as per styles and formats the journal,
- ✓ Consults contributors, if necessary, for further clarification of content,
- ✓ Checks that all the necessary information to understand a given manuscript is properly appended at the end of each paper and keeps all information related to the manuscript of the journals strictly confidential.
- ✓ Edits the content of manuscripts in consultation with specialized experts of various disciplines, if necessary, to ensure that an article is of the desired standard by journal
- ✓ Edits the discourse of a manuscript whether it is up to the standard of a research discourse,
- ✓ Edits the overall language of an article, corrects or improves so that it maintains the standard language in similar article of similar reputable journals,
- ✓ Ensures that the language style and the overall organization of a manuscript are readable to the major target readership of the *journal*.
- ✓ Monitors the edition, mechanics and syntax of a manuscript in such a way that it is readily comprehended by the target readership,

- ✓ Checks the overall layout of a manuscript including spacing and layout properly maintained and keeps all information related to the manuscript of the journals strictly confidential.

3.7. Manuscript Reviewers Responsibilities

Manuscript reviewers are vital to the peer review process and the overall success of the *Journal of Business Insight (JoBI)*. Their expertise, critical evaluation, and constructive feedback ensure that only high-quality, original, and impactful research is published. Key responsibilities include:

- ✓ Evaluate manuscripts for academic quality, originality, methodological rigor, and alignment with the journal's scope and objectives.
- ✓ Provide clear, detailed, and constructive feedback to authors, offering specific recommendations for improving clarity, organization, and presentation.
- ✓ Maintain strict confidentiality, conduct unbiased evaluations, and disclose any conflicts of interest during the review process.
- ✓ Identify and report ethical concerns, such as plagiarism or data fabrication, to ensure the integrity of published research.
- ✓ Complete reviews within agreed-upon deadlines and promptly communicate with the editorial team if unable to meet them.
- ✓ Leverage subject matter expertise to provide informed evaluations and stay updated on emerging research trends and methodologies.
- ✓ Collaborate with the editorial team by providing well-justified recommendations, conducting follow-up reviews, and adhering to the journal's guidelines.
- ✓ Advocate for the journal by promoting it within academic circles, encouraging colleagues to submit research, and participating in the peer review process.

3.8. Conflict of Interest Policy for Editorial Board Members

The *Journal of Business Insight (JoBI)* is committed to upholding the highest standards of integrity, transparency, and ethical publishing practices. To maintain impartiality and avoid bias in editorial decision-making, all Editorial Board Members, including the Editor-in-Chief, Associate Editors, and Reviewers, must disclose any potential conflicts of interest that could compromise their objectivity. A conflict of interest arises when an editor has financial, professional, personal, or institutional relationships that could unduly influence their editorial responsibilities, including the assessment and decision-making process of submitted manuscripts.

Editorial Board Members must recuse themselves from handling a manuscript if they have a direct or indirect connection with the authors, such as being colleagues, co-authors, or collaborators on recent projects. Additionally, editors should not be involved in evaluating manuscripts where they have competing financial interests or personal relationships that could create bias. In such cases, the Editor-in-Chief (or a designated Associate Editor) should assign the manuscript to another editor to ensure a fair and unbiased review process.

To promote transparency, all editors must declare any potential conflicts of interest and update their disclosures whenever a new conflict arises. Any failure to disclose a conflict may result in removal from the Editorial Board. JoBI expects all Editorial Board Members to adhere to these guidelines to safeguard the credibility and reputation of the journal, ensuring that all editorial decisions are based solely on academic merit and research quality.

4. JoBI Policies

The Journal of Business Insight (JoBI) follows clear and structured policies to maintain the quality and credibility of its publications. These policies outline the guidelines for manuscript submission, preparation, and review processes. They also specify the types of manuscripts accepted, formatting requirements, and ethical considerations. The following sections provide a comprehensive overview of JoBI's policies, ensuring a smooth and transparent publication process for all contributors.

4.1 Editorial and publication policies

4.1.1 Submission policies

By submitting a manuscript to *Journal of Business Insight (JoBI)*, authors confirm that the work is original, has not been previously published, and is not under consideration elsewhere. All co-authors, if applicable, must approve the submission and publication. Additionally, authors must ensure that any necessary institutional approvals have been obtained, either explicitly or implicitly.

If the manuscript includes personal communications, written permission from the individuals quoted is required, with email permissions being acceptable. The publisher assumes no legal responsibility for any claims, disputes, or compensation-related issues arising from the manuscript's content or publication, as authors bear full responsibility for such matters.

Furthermore, *JoBI* reserves the right to reject a manuscript, even after acceptance, if significant issues with its scientific integrity are identified or if any of the journal's publishing policies are violated.

4.1.2 Author Guidelines

Authors submitting to *Journal of Business Insight (JoBI)* must strictly adhere to these submission guidelines. Submission of a manuscript implies that all authors have approved its publication and acknowledge their responsibilities as contributors. Upon submission, authors will receive confirmation of receipt and updates on the review process. However, the editorial board will communicate primarily with the Corresponding Author.

Manuscripts must be prepared in accordance with *JoBI*'s formatting and style requirements. Authors should ensure proper use of the English language, including grammar, punctuation, and typography. Additionally, in-text citations, reference formatting, and other editorial standards must be meticulously followed.

4.1.2.1 Types of manuscripts accepted by JoBI

JoBI welcomes submission of original articles, review article, Book Review, and short communications.

Original Research Articles: Includes research studies that present original and/or innovative findings that contribute to the advancement of knowledge in business, economics, finance, management, and related fields. Articles should be submitted as full-length papers with a maximum of 10,000 words (single-spaced), including the main text, tables, figures, references, and appendices. The abstract should be limited to 250 words and provide a concise summary of the research's objectives, methods, findings, and implications. Authors must ensure that their manuscripts adhere to this word limit while maintaining clarity, depth, and scholarly rigor.

Review Articles: Review articles provide a critical evaluation of existing literature, identifying commonalities, differences, gaps, and suggesting future research directions. Review articles may take the form of:

- Mini-reviews: Between 4,000–6,000 words (single-spaced)
- Long reviews: Between 8,000–12,000 words (single-spaced)

Review articles must include the following sections: **Summary, Introduction, Body (with subheadings), and Conclusion**. The conclusion should clearly identify limitations in the existing literature and propose directions for future research.

Book Review: A book review should be an engaging, informative, and analytical discussion of approximately 700–1000 words. The review must identify the book’s target audience and its relevance, summarize its main themes and objectives, and evaluate the reliability of its methods and sources. Comparing the book to similar works in the field can help highlight its contributions or challenges to existing knowledge. Additionally, the review should provide constructive feedback on its strengths and weaknesses.

Short Communications: This section includes concise reports on emerging business and economic trends, preliminary research findings, industry insights, innovative methodologies, and recent advancements in business, economics, and management practices. It also welcomes brief analyses of financial, economic, and technological developments impacting businesses and markets. Short Communications should not exceed 3,000 words and are not subdivided. The paper should include a summary, main body, and references, with a maximum of six figures or tables combined. The summary is limited to 100 words.

4.1.2.2 Manuscript Preparation and Submission

Submission

By submitting a manuscript to *Journal of Business Insight (JoBI)*, authors affirm that the manuscript has not been previously published and is not under consideration for publication elsewhere. Manuscripts should be submitted online via the submission portal or by email, formatted as follows:

- ✓ **Font:** Times New Roman, 12-point size
- ✓ **Line spacing:** 1.15 lines
- ✓ **Margins:** At least 2.5 cm on all sides
- ✓ **Column:** Single column

Submission Instructions

Authors must adhere to the following guidelines when submitting their manuscript:

- ✓ **Language:** Manuscripts must be written in English. Either American or British English may be used, but consistency should be maintained throughout the document.
- ✓ **Structure:** Manuscripts should follow this order:
 1. **Title page**
 2. **Abstract** (max. 250 words) and **Keywords** (4–6 words/phrases)
 3. **Introduction**
 4. **Literature Review**

5. **Materials and Methods**
6. **Results and Discussion**
7. **Conclusions and Recommendations**
8. **Acknowledgments**
9. **References**

- ✓ **Title Page:** Include the full names of all authors, their affiliations, telephone numbers, and email addresses. One author must be identified as the **Corresponding Author**, marked with an asterisk (*).
- ✓ **Abstract:** The abstract should provide a concise summary, including the rationale, objectives, methods, results, conclusions, and implications, with a word limit of **250 words**.
- ✓ **Keywords:** Four to six keywords or phrases should be provided, separated by commas.
- ✓ **Headings:** Title and main section headings should be centered and typed in **bold**. Section headings should be concise, numbered sequentially, and follow a decimal system for subsections (e.g., 1.1, 1.1.1).
- ✓ **Word Limit:** Research article submissions should not exceed **10,000 words** (including the title page, figures, and tables), formatted in **Microsoft Word or LaTeX** using the *JoBI* template. The document should be **spaced 1.15 lines**.
- ✓ **Article Structure:** Divide your article into clearly defined and numbered sections. Subsections should be numbered as 1.1, 1.1.1, 1.1.2, etc. The abstract is not numbered as a section.
- ✓ **Figures and Tables:**
 - All figures and tables must be numbered in the order in which they appear (e.g., Figure 1, Table 1).
 - For multi-part figures or tables, label each part (e.g., Figure 1(a), Figure 1(b)).
 - Figures and tables should be included in the text, and they must be cited in the manuscript.
- ✓ **References:** Using the latest edition of APA style of referencing, all references mentioned in the text must appear in the reference list and vice versa.

4.1.2.3 Manuscript Preparation

Preparing a manuscript for submission requires adherence to specific formatting and structural guidelines to ensure clarity, consistency, and academic rigor. This section outlines the essential components that authors must include in their submissions to the *JoBI*. From the cover letter to the references, each element plays a crucial role in presenting a well-structured and credible

research article. Authors should carefully follow these guidelines to enhance the readability and impact of their work while maintaining scholarly integrity.

Cover Letter/Optional: letter signed by the corresponding author on behalf of all authors, must accompany the manuscript submission. This letter should declare that the manuscript has not been previously published or submitted for publication elsewhere. The cover letter must also include a paragraph explaining why the manuscript is appropriate for the *Journal of Business Insight*.

Title Page: It should include the title of the paper, name(s) of the author(s), full addresses (including E-mail) and institutional affiliation of author(s), and indicate the corresponding author. The author sequence is typically arranged with the primary contributor listed first, followed by the others in descending order of their contribution to the research. The title of the manuscript should be concise (maximum of 10 words in 14 font size), specific and descriptive enough to contain keywords or phrases indicating the contents of the manuscript. Avoid the use of abbreviations and formulae in the title.

Abstract: The abstract should include the problem being addressed, objective, methods (design), results, and conclusions/implication that is not exceeding 250 words. The use of abbreviations at the beginning and citation of references should be avoided in the abstract. The authors should put 4 to 6 keywords.

Introduction: It should provide background /relevant information/ on what and why the study was undertaken, justification leading to a statement about the problem investigated or underlying the hypothesis for conducting the study, and the major objectives of the research. It should also provide a comprehensive and recent review of literature, essential to understand the study.

Literature Review: This section presents an overview of existing research, highlighting the need for the study by identifying gaps in the current literature. It positions the research within these gaps, demonstrating its relevance and contribution to the field. Additionally, it introduces key theories and provides contextual background, ensuring that the audience understands the foundation upon which the study is built.

Materials and Methods: This section should present details about the research design and procedures to clearly prove that the research was done following systematic and rigorous

scientific approach. Mention the materials used in your description of what you did. The author(s) should provide enough information so that the reader could repeat the experiment/study. It should also include the data sources, sampling techniques and sample size, methods of data collection (including the issue of instrument validation), and the method of data analysis.

Results and Discussion: This section must include the major findings with interpretations presented in logical order. The result section should include the associated figures, tables, and supplementary information which accurately describe the findings of the study. Give a description of the results of any statistical tests conducted on the data. You must reference all tables and figures in the narrative part of the result section. The authors should explain what the results show. They should interpret the results and explain why and how you obtained those results, state whether the results support the hypothesis or not. It should be also discussed with reference to the problems indicated in the introduction or the stated objectives. The authors have to also describe the limitations of your study.

Conclusions and recommendations: This section should briefly present the conclusions that emanate from the results of the study. It should describe the contributions of the work and its policy or other possible implications. Recommendations are a vital part of this section and should be provided, as they help guide future actions based on the study's findings. Additionally, a critical assessment of the limitations of the study is important, highlighting areas that need further exploration and suggesting possible directions for future research.

Acknowledgments/Optional: It should be given immediately following the **Conclusions and recommendations** section, and followed by the reference section. You must acknowledge all sources of materials used, and individuals or institutions support the study.

References: The list of references should only include works that are cited in the text and that have been published or accepted for publication. Personal communications and unpublished works should only be mentioned in the text.

Author(s) should follow the latest edition of APA style in referencing. Examples of reference style are shown below. Please take care to follow the reference style precisely.

1. Reference to a journal publication:

Bradley, L., Noble, N., & Hendricks, B. (2020). The APA Publication Manual: Changes in the seventh edition. *The Family Journal*, 28(2), 126-130.

2. Reference to a book:

SChih-Pei, H. U., & Chang, Y. Y. (2017). John W. Creswell, research design: Qualitative, quantitative, and mixed methods approach.

3. Reference to a chapter in a book:

Brown B, Aaron M (2001) The politics of nature. In: Smith J (ed) The rise of modern genomics, 3rd edn. Wiley, New York, pp 230-257

4. Online Document:

Cartwright J (2007) Big stars have weather too. IOP Publishing PhysicsWeb. <http://physicsweb.org/articles/news/11/6/16/1>. Accessed 26 June 2007

5. Dissertation:

Kartomo, M. (2023). A conceptual map to assess a functioning Management Control System: A dissertation submitted in partial fulfilment of the requirements for the degree of Doctor of Business Administration. *Journal of International DBA Studies*, 4(001).

4.1.2.4 Writing and formatting

File format: We ask you to provide editable source files for your entire submission (including figures, tables and text graphics). Some guidelines:

- Save files in an editable format, using the extension .doc/.docx for Word files and .tex for LaTeX files. A PDF is not an acceptable source file.
- Lay out text in a single-column format.
- Reference list entries should have a hanging indent of 0.5 inch.
- Remove any strike-through and underlined text from your manuscript, unless it has scientific significance related to your article.
- **Headings:** Level 1 headings should be centered (and in bold), and Level 2 and 3 headings should be left-aligned (and in bold or bold italic, respectively). Level 4 and 5 headings are indented like regular paragraphs. **Section headings should be concise, numbered sequentially (e.g., 1. Introduction, 2. Literature Review 3. Materials and Methods).**
- Use spell-check and grammar-check functions to avoid errors.

Double anonymized peer review: This journal follows a double anonymized review process which means author identities are concealed from reviewers and vice versa. To facilitate the double anonymized review process, we ask that you provide your title page (including author details) and anonymized manuscript (excluding author details) separately in your submission.

The title page should include:

- Article title
- Author name(s)
- Affiliation(s)
- Acknowledgements/Optional
- Declaration of Interest statement
- Corresponding author address (full address is required)
- Corresponding author email address

The anonymized manuscript should contain the main body of your paper including:

- References
- Figures
- Tables

It is important that your anonymized manuscript does not contain any identifying information such as author names or affiliations.

Fees and Charges: Authors are not required to pay any handling or processing fee to get their article processed.

Change to authorship: Before an accepted manuscript is published, requests to add or remove an author, or to rearrange the author names, must be sent to the Editor in Chief from the corresponding author of the accepted manuscript and must include:

- ✓ Why the name should be added or removed, or the authors names rearranged and
- ✓ Written confirmation from all authors showing that they agree with the addition, removal or rearrangement. In the case of addition or removal of an author; this includes confirmation from the author being added or removed. Requests that are not sent by the corresponding author will be forwarded by the Editor in Chief to the corresponding author, who must follow the procedure as described above. The publication of such manuscript on the journal issue shall be suspended until authorship has been agreed.

Compliance with Ethical Standards: To maintain objectivity and transparency in research, authors should disclose any potential conflicts of interest (both financial and non-financial) and any other relevant declarations. This ensures that accepted principles of ethical and professional conduct have been followed throughout the research process.

Manuscript peer review processes: The editor-in-chief will acknowledge receipt of manuscripts. All contributions will be initially assessed by the editor-in-chief and then by associate editors for suitability for the journal (*overall soundness, JoBI Guidelines, aim and scope, and evidence of plagiarism or duplicate publication*). Editor-in-Chief reserves the right to refuse any manuscript including desk rejection particularly if the manuscript submitted is not as per the guidelines, and to make suggestions and/or modifications before sending it to associate editors and external reviewers. In case of rejection before peer-review, the editor-in-chief writes an explanation for the authors to know that the manuscript was not suitable for peer-review process. Editors may desk-reject manuscripts that do not meet basic quality or scope requirements.

Papers deemed suitable will be sent to two external reviewers relevant to the content of manuscript. The decision of the peer reviewers shall be communicated to the authors. After the completion of the recommended revisions by the authors, the Editor-in-chief sends the revised manuscript to the Associate Editors and external reviewers, who will eventually check if the comments are incorporated or not. The final decision of external reviewers and editors will be adopted. If the two reviewers recommend acceptance, the paper is accepted directly. If only one reviewer accepts the manuscript, it will be sent to another reviewer. The editorial board reserves the right to edit all accepted manuscripts.

Tie-Breaking Review Decision Rule: If the two blind peer-reviewers give different decisions (one accepts and the other rejects), the manuscript will be sent to a third reviewer. The final decision will follow the third reviewer's recommendation:

- If the third reviewer recommends acceptance, the manuscript will be accepted for publication (with revisions if required).
- If the third reviewer recommends rejection, the manuscript will be rejected and will not be published.

Privacy Statement: The names and email addresses entered in this journal site will be used exclusively for the stated purposes of this journal and will not be made available for any other purpose or to any other party.

4.1.2.5 Copyright:

Authors of articles published in the JoBI retain full copyright over their work. However, they grant JoBI a license to publish the article and acknowledge it as the original publisher. Additionally, authors maintain broad rights to re-use their content in future publications.

4.2. Publication Ethics for JoBI

The Journal of Business Insight (JoBI) is committed to maintaining the highest standards of academic integrity, transparency, and ethical scholarly publishing. The journal follows internationally recognized guidelines, including those of the Committee on Publication Ethics (COPE), and expects all participants to uphold these principles.

1. Responsibilities of Authors

- Authors must ensure that their manuscripts are original, have not been published before, and are not under consideration elsewhere, while properly acknowledging all sources through accurate citation.

- Authors must ensure that their work is free from plagiarism, data fabrication, and falsification, and that all listed authors have made significant contributions and approved the final manuscript.
- Authors are required to disclose any conflicts of interest and obtain necessary permissions for reused materials.
- Where Artificial Intelligence (AI) tools are used, authors must ensure full transparency and proper disclosure within the manuscript, clearly stating how AI was used. AI tools must not be listed as authors and must not replace the author's intellectual contribution.
- Authors remain fully responsible for the accuracy, originality, integrity, and quality of the entire manuscript, including any AI-assisted content.

2. Responsibilities of Editors

- Editors must make fair, unbiased, and timely decisions based solely on academic merit, originality, and relevance.
- Editors are responsible for maintaining confidentiality and ensuring a double-blind peer review process.
- Editors must avoid conflicts of interest and recuse themselves when necessary.
- Editors must take appropriate action in cases of ethical misconduct, including plagiarism or misuse of AI tools.
- The Editor-in-Chief has final authority over all publication decisions.

3. Responsibilities of Reviewers

- Reviewers must provide objective, constructive, and timely feedback to improve the manuscript.
- Reviewers must maintain confidentiality and not use unpublished material for personal benefit.
- Reviewers should disclose any conflicts of interest and decline review when necessary.
- Reviewers must report any suspected plagiarism, ethical issues, or inappropriate AI use to the editor.

4. Plagiarism and Artificial Intelligence (AI) Compliance

- JoBI applies a zero-tolerance policy toward plagiarism, including copying of text, data, figures, ideas, and self-plagiarism. All manuscripts are screened using tools such as Turnitin at multiple stages. A detailed policy is provided separately under “**5. *Plagiarism and Artificial Intelligence (AI) Policy*” which is presented below.**
- The journal enforces the following similarity thresholds:

- ✓ Overall similarity must not exceed 20%
- ✓ Similarity from a single source must not exceed 7%
- ✓ Direct quotations must not exceed 5%
- JoBI allows limited and responsible use of AI tools, provided that AI-assisted or generated content does not exceed 20% of the manuscript and does not replace the author's original contribution.
- Authors must provide clear and transparent disclosure of any AI use, including the purpose and extent of its application in the manuscript.
- Manuscripts exceeding plagiarism or AI thresholds will be rejected before or during peer review, and violations detected after publication will result in retraction and possible sanctions (e.g., submission ban).

5. Conflict of Interest

- All authors, reviewers, and editors must disclose any financial, personal, or professional conflicts of interest that may influence the research or evaluation process.
- Transparency in disclosure is essential to ensure fairness, objectivity, and credibility in publication.

6. Duplicate Submission and Publication

- Authors must not submit the same manuscript to multiple journals simultaneously.
- Any form of duplicate or redundant publication is considered unethical and will result in rejection or retraction.

7. Data Integrity and Availability

- Authors must ensure that all data presented is accurate, reliable, and not manipulated.
- Authors should be prepared to provide supporting data upon request to verify their findings.

8. Retraction, Correction, and Withdrawal Policy

- Corrections will be issued for minor errors that do not affect the validity of the research.
- Retractions will be made in cases of serious misconduct, including plagiarism or unethical AI use.
- Manuscripts may be withdrawn before publication if ethical concerns arise.
- Additional sanctions may be applied depending on the severity of the violation.

9. Ethical Oversight

- Research involving human participants or organizations must comply with recognized ethical standards.

- Authors must obtain and document all necessary ethical approvals and permissions prior to submission.

5. Plagiarism and Artificial Intelligence (AI) Policy for JoBI

The *Journal of Business Insight (JoBI)* is committed to maintaining the highest standards of academic integrity, originality, and ethical scholarly publishing. In an evolving research environment shaped by digital tools and Artificial Intelligence (AI), JoBI establishes clear guidelines to ensure that all published work reflects genuine intellectual contribution, transparency, and responsible research practices. This policy outlines the journal's position on plagiarism and the acceptable use of AI in manuscript preparation.

i. Plagiarism Policy

The *Journal of Business Insight (JoBI)* maintains a zero-tolerance stance toward plagiarism and is fully committed to preserving academic integrity and originality in scholarly publishing. Plagiarism includes, but is not limited to, copying text, data, figures, or ideas without proper acknowledgment, self-plagiarism (duplicate or redundant publication), and any form of misrepresentation of research. All submitted manuscripts are screened using plagiarism detection tools such as Turnitin at multiple stages, including initial submission, revision, and prior to publication. To ensure originality, JoBI applies the following thresholds:

- **Maximum overall similarity index:** 20%
- **Maximum similarity from a single source:** 7%
- **Direct quotations:** Must not exceed 5% of the total manuscript

Manuscripts exceeding these thresholds will be automatically rejected before peer review. If significant plagiarism is detected during the review process, the manuscript will be rejected. In cases where plagiarism is discovered after publication, JoBI will retract the article and may impose sanctions on the author(s), including temporary or permanent submission bans.

Authors are solely responsible for ensuring that their work is original, properly cited, and that all necessary permissions for reused materials are obtained. Editors and reviewers play a critical role in identifying and reporting suspected plagiarism. Authors have the right to appeal editorial decisions by providing sufficient justification to the Editor-in-Chief.

ii. Artificial Intelligence (AI) Policy

JoBI acknowledges the increasing use of Artificial Intelligence (AI) tools in academic writing and permits their limited and responsible use. However, AI tools must not be used in a way that compromises the originality, integrity, or intellectual contribution of the manuscript. AI-generated or AI-assisted content must **not exceed 20% of the total manuscript**. Authors are

required to ensure that all AI-assisted content is critically evaluated, substantially revised, and aligned with academic standards. The use of AI must not replace the author's own analysis, interpretation, or scholarly contribution.

All manuscripts may be subjected to AI-detection tools during the editorial process. Submissions exceeding the acceptable AI content threshold will be rejected. If excessive or inappropriate AI use is identified during peer review, the manuscript will not be considered for publication. Post-publication detection of policy violations may result in retraction and sanctions. Authors remain fully accountable for the content of their manuscripts, including any sections developed with AI assistance. Where applicable, authors are encouraged to transparently disclose the use of AI tools in the preparation of their manuscript.

JoBI is committed to upholding internationally recognized ethical publishing standards and expects all contributors to adhere strictly to this policy to ensure the credibility, transparency, and scholarly value of all published research.

6. Author Support and Resources

JoBI is committed to supporting authors throughout the publication process. The following resources are available to assist authors in preparing and submitting their manuscripts:

- **Writing Workshops:** JoBI organizes periodic workshops on academic writing, research methodology, and manuscript preparation. These workshops are open to all authors and early-career researchers.
- **Language Editing Services:** Authors may request language editing services to ensure their manuscripts meet the journal's language and formatting standards.
- **Mentorship Program:** Early-career researchers can apply for mentorship from experienced academics associated with JoBI.
- **Submission Checklist:** A checklist is provided to help authors ensure that their manuscripts meet all submission requirements before submission.

7. Special Issues

Journal of Business Insight (JoBI) regularly publishes special issues that focus on timely and important topics in the fields of business, economics and related fields. Special issues provide an opportunity to explore specific themes in depth, presenting cutting-edge research and fostering discussion on contemporary issues.

Call for Papers for Special Issues

- ✓ Special issues are typically announced through **Call for Papers** (CFP), which detail the theme, submission deadlines, guest editors, and specific instructions for manuscript submission.
- ✓ Authors are invited to submit high-quality, original research articles, reviews, case studies, and conceptual papers that align with the theme of the special issue.
- ✓ All submissions follow Jobi guidelines and undergo the standard peer-review process to ensure the publication of rigorous, relevant, and impactful research.

APPENDIXES

a) Manuscripts Template of JoBI

Title of the Paper: Times New Roman; Size-14; Double Line Spacing;

Paragraph Spacing: Before paragraph-1 line; after paragraph-1 line; Center

Because of the double-blind review, the authors' information should not be included in this file. Please put authors' information in the **separated Title Page**.

Page setup: Page size: A4; Margins: top-2.5cm, bottom-2.5cm, left-2.5cm, and right-2.5cm; Pages should be numbered

Below Text:

Front Size: Times New Roman; Size: 12; 1.15 Line Spacing; Paragraph Spacing: Before paragraph – 0.5 line; After paragraph – 0.5 line

Abstract

The abstract should include the problem being addressed, objective, methods (design), results, and conclusions/implications, and should not exceed 250 words. The use of abbreviations at the beginning and citation of references should be avoided in the abstract. The authors should include 4 to 6 keywords.

Keywords: lowercase, comma-separated, paper template, abstract, keywords, introduction

1. Introduction

The introduction serves as the foundation of a research article, establishing the context, significance, and rationale for the study. It presents the research problem, highlights its relevance, and articulates the objectives guiding the investigation. A well-structured introduction effectively engages the reader, ensuring clarity on the research's contribution to academic knowledge or practical applications.

An essential aspect of the introduction is providing a background that frames the study within existing literature, identifying gaps that justify further research. The discussion should clearly outline the research questions, hypotheses (if applicable), and theoretical or conceptual frameworks that support the study. Additionally, the introduction sets the scope and boundaries of the research, ensuring that the reader understands the study's focus and direction.

It should not be overly lengthy but must effectively establish the nature, context, and objectives of the study. The rest of the paper builds upon this foundation, detailing the methodology, analysis, and findings to provide meaningful conclusions.

2. Literature Review

This section presents an overview of existing research, highlighting the need for the study by identifying gaps in the current literature. It positions the research within these gaps, demonstrating its relevance and contribution to the field. Additionally, it introduces key theories and provides contextual background, ensuring that the audience understands the foundation upon which the study is built.

3. Materials and Methods

The Method section describes in detail how the study was conducted, including conceptual and operational definitions of the variables used in the study. Different types of studies will rely on different methodologies; however, a complete description of the methods used enables the reader to evaluate the appropriateness of your methods and the reliability and validity of your results. It also permits experienced investigators to replicate the study. If your manuscript is an update of an ongoing or earlier study and the method has been published in detail elsewhere, you may refer the reader to that source and simply give a brief synopsis of the method in this section.

3.1. Sample

Describe the sample used in the study, including the population, sampling technique, and sample size.

3.2. Measures

Provide details about the measures, instruments, or tools used to collect data. Include information on reliability and validity if applicable.

3.3. Data analysis techniques

Describes the procedures for analyzing the collected data (e.g., statistical methods, software used)

4. Results and Discussion

Present the results of the study in a clear and logical manner. Use tables and figures as needed to support the findings. Discuss the implications of the results, how they relate to the hypotheses, and their alignment with previous research.

5. Conclusions and Recommendations

Summarize the main findings of the study and their implications. Provide recommendations for future research or practical applications based on the results.

Acknowledgments/Optional

Acknowledgments: It should be given immediately following the **Conclusions and recommendations** section, and followed by the reference section. You must acknowledge all sources of materials used, and individuals or institutions support the study.

References

Author(s) should follow the latest edition of APA style in referencing. Examples of reference style are shown below. Please take care to follow the reference style precisely.

1. Reference to a journal publication:

Bradley, L., Noble, N., & Hendricks, B. (2020). The APA Publication Manual: Changes in the seventh edition. *The Family Journal*, 28(2), 126-130.

2. Reference to a book:

SChih-Pei, H. U., & Chang, Y. Y. (2017). John W. Creswell, research design: Qualitative, quantitative, and mixed methods approaches.

3. Reference to a chapter in a book:

Brown B, Aaron M (2001) The politics of nature. In: Smith J (ed) The rise of modern genomics, 3rd edn. Wiley, New York, pp 230-257

4. Online Document:

Cartwright J (2007) Big stars have weather too. IOP Publishing PhysicsWeb. <http://physicsweb.org/articles/news/11/6/16/1>. Accessed 26 June 2007

5. Dissertation:

Kartomo, M. (2023). A conceptual map to assess a functioning Management Control System: A dissertation submitted in partial fulfilment of the requirements for the degree of Doctor of Business Administration. *Journal of International DBA Studies*, 4(001).

Formatting Guidelines:

1. **Font Size:** 14-point for the title, 12-point for the main text, and appropriate sizes for headings, tables, and figures as per journal requirements.

2. **Line Spacing:** 1.15 line spaced.

3. **Margins:** At least 2.5 cm on all sides.

4. **Page Limit:** Should not exceed 10,000 words (including cover page, figures, and tables).

5. **Figures and Tables:** Numbered in the order they appear in the text (e.g., Figure 1, Table 1). Multi-part figures/tables should be labeled (e.g., Figure 1(a), Figure 1(b)).

6. **Headings:** Level 1 headings should be centered (and in bold), and Level 2 and 3 headings should be left-aligned (and in bold or bold italic, respectively). Level 4 and 5 headings are indented like regular paragraphs. **Section headings should be concise, numbered sequentially (e.g., 1. Introduction, 2. Literature Review 3. Materials and Methods).**

7. **Reference:** Reference list entries should have a hanging indent of 0.5 in.

b) Title Page Template of JoBI

Title of the Paper: Times New Roman; Size-14; Double Line Spacing; Paragraph Spacing:
Before paragraph-1 line; after paragraph-1 line; Center

Example:

The moderating role of emotional intelligence on the relationship between perceptions of organizational politics and work outcomes

Authors full names, affiliations, telephone and e-mail addresses: The title page of the manuscript should include the author's full names, affiliations, telephone and e-mail addresses.

The author sequence is typically arranged with the primary contributor listed first, followed by the others in descending order of their contribution to the research.

One author should be identified as the corresponding author using asterisk (*).

Example:

Dr. Solomon Melese Ambaw^{*}

College of Business and Economics, Debre Berhan University , Debre Berhan, Ethiopia

Email: solomonmelese92@gmail.com

Phone No:+251936593932

Dr. Demis Alamirew Getahun

College of Business and Economics, University of Gondar, Gondar , Ethiopia

Email: demis501@yahoo.com

Phone No:+251913207343

Declaration of Interest statement:

Authors must disclose any potential conflicts of interest on the title page. A conflict of interest may arise if authors (or their employer, sponsor, or family/friends) have financial, commercial, legal, or professional ties with other organizations or individuals involved in the research, which could influence the study or its results. Therefore, authors are required to declare any such competing interests on the title page. If no conflicts of interest exist, authors must also state this in their manuscript using the standard wording provided below:

☐ **The authors declare that there is no conflict of interest to disclose.**

c) Submission Checklist for the Journal of Business Insight (JoBI)

Submission Checklist – Journal of Business Insight (JoBI)

Category	Checklist Item	Completed (✓)
1. General Requirements	Manuscript is original, unpublished , and not under review elsewhere.	
	Manuscript aligns with JoBI's scope (business, economics, finance, etc.).	
	Written in clear, professional English (consistent in American/British).	
2. Manuscript Formatting	File Format: .doc/.docx (Word) or .tex (LaTeX) (PDFs are not accepted).	
	Page Layout: Single-column, margins of 2.5 cm on all sides.	
	Font & Size: Times New Roman, 12 pt (title: 14 pt, bold).	
	Line Spacing: 1.15 lines	
	Word Limit: 10,000 words (includes main text, references, tables, and appendices).	
	Abstract: Maximum 250 words , with 4–6 keywords .	
	Headings: Numbered (e.g., 1. Introduction, 1.1 Subsection, 1.1.1 Sub-subsection).	
	References: Formatted using APA (latest edition) .	
3. Manuscript Structure	Title Page (submitted separately to ensure anonymity):	
	- Title (concise and descriptive).	
	- Author(s) full names, affiliations, and contact details.	
	- Corresponding author marked with an asterisk (*).	
	- Conflict of Interest Statement included.	
	Main Manuscript (anonymized for peer review):	
	- Title (without author details).	
	- Abstract and Keywords (max. 250 words, 4–6 keywords).	
	- Sections: 1. Introduction, 2. Literature Review, 3. Methodology, 4. Results & Discussion, 5. Conclusions & Recommendations .	

	- Acknowledgments (if applicable).	
	- References (APA style).	
4. Figures & Tables	Figures & tables numbered sequentially (Figure 1, Table 1).	
	All figures & tables are high-resolution and properly labeled	
	Included within the manuscript at appropriate places.	
	Clearly labeled and cited in the text.	
5. Ethical Considerations	Plagiarism Check: The similarity index is $\leq 20\%$ (single-source similarity $\leq 7\%$).	
	Authorship Confirmation: All authors significantly contributed & approved submission.	
	Data Integrity: All data sources cited; permissions for data reproduction obtained.	
	Ethical Compliance: Institutional approval obtained for studies involving human participants.	
6. Submission Process	Manuscript Submission: Title page and anonymized manuscript submitted separately.	
	Cover Letter (optional but recommended): Briefly explains the study's significance.	
	Submission Confirmation: Authors receive acknowledgment email with tracking reference.	